

City of York Council: Roadmap after signing the Local Government Declaration on Healthy Weight

	The 14 commitments	Council staff said...	Great things we're already doing	Future opportunities
1	Responsible retailing Engage with the local food and drink sector to consider responsible retailing (such as not selling energy drinks to under 18s), offering and promoting healthier food and drink options, and reformulating and reducing the portion sizes of high fat, sugar and salt (HFSS) products	We should support and commend retailers who promote healthier food options e.g. by using product placement and increasing amounts of healthy food on sale	There are a large number of healthy cafes, food projects, food waste initiatives and community growing projects in the city, which are a great asset to build on.	Enforcement around underage sale of energy drinks when legislation comes into force Exploring the idea of a Healthy food award scheme
2	Commercial partnerships Consider how commercial partnerships with the food and drink industry may impact on healthy weight messages communicated to our local communities.	The council and York schools should not support partnerships involving sponsorship to advertise unhealthy food	Lack of unhealthy food-based sponsorship deals between the council and industry	Develop a council policy around sponsorship
3	Provision of healthy food Review provision in all our public buildings, facilities and 'via' providers to make healthy foods and drinks more available, convenient and affordable and limit access to high-calorie, low-nutrient foods and drinks	We need to improve the health profile of food available through public vending machines We need to increase access to healthy food at the council's Hazel Court site	Working to make the food offer in council venues more healthy	Insert a health promotion clause into council vending machine contracts Promote use of allotments and link with schools and charities to engage residents in growing
4	Access to water Increase public access to fresh drinking water on local authority controlled sites	We need more retailers involved in refill schemes We need more public water fountains	Good access to drinking water in West Offices and council leisure centres Refill York scheme	Improve access to fresh water at health sites Link with Carbon Neutral 2030 work on reducing single use plastic
5	Planning guidance Consider supplementary guidance for hot food takeaways, specifically in areas around schools, parks and where access to healthier alternatives are limited	Promote community gardens / protect allotments Reduce clustering of fast food takeaways in high streets outside of the city centre	Participation in the Public Health England 'Getting Evidence into Planning' Project with North Yorkshire and East Riding Councils	Use the Local Plan process to promote healthy food policy and encourage local walking/cycling
6	Strategic advocacy Advocate plans with our partners including the NHS and all agencies represented on the Health and Wellbeing Board, Healthy Cities, academic institutions and local communities to address the causes and impacts of obesity	Keep childhood obesity high on the agenda	Healthy Weight Healthy Lives Strategy Health and Wellbeing Board Strategy, Council Plan 2019-2023, which both reference childhood obesity	Link this declaration to One Planet York and Carbon Neutral 2030 aspirations Promote this declaration along with the new Physical Activity and Sport Strategy
7	Marketing to children Protect our children from inappropriate marketing by the food and drink industry such as advertising and marketing in close proximity to schools; 'giveaways' and promotions within schools; at events on local authority controlled sites	We support restricting junk food advertising in the city e.g. on bus shelters, phone boxes, on billboards near schools	Work in the highways team to promote responsible kerbside advertising	Reduce advertising of junk food on York's transport and highways system. Insert a health promotion clause into council advertising policy
8	National action Support action at national level to help local authorities reduce obesity prevalence and health inequalities in our communities	Remove junk food marketing from national bus companies fleet and e.g. the back of bus tickets Support the proposed TV junk food ban before 9pm	Work with Foodactive and participation in the Yorkshire and Humber Healthy Weight and Physical Activity Community of Interest	Work with Sustain on building a case for tighter national restrictions on junk food marketing
9	Public events Ensure food and drinks provided at public events include healthy provisions, supporting food retailers to deliver this offer	We should improve the healthy food offer at school events e.g. sports days	Large number of healthy food cafes and food waste projects in the city	Promote pay-as-you-feel cafes and healthy eating options e.g. on the Livewell website
10	Staff wellbeing Support the health and well-being of local authority staff and increase knowledge and understanding of weight issues to create a healthy weight culture and ethos	We should encourage active lunch breaks for staff We need to increase access to fruit and healthy food	The council's Workplace Health Strategy group Travel to work planning by the council and York Hospital	Further improve access to fresh and healthy food for all council staff, and encourage active travel to and at work
11	Health literacy Invest in the health literacy of local citizens to make informed healthier choices	Parents should be involved in food and cooking education as a whole-family approach More awareness needed of Air Quality and links to physical activity	Use of MECCLink website to promote brief interventions for weight loss. Travel behaviour change activities in the Local Transport Plan and delivered by iTravel team	Use school nurses as champions for the food environment e.g. walking to school Promote healthy eating and cooking through York Explore Libraries service
12	Healthy eating messages Ensure clear and comprehensive healthy eating messages are consistent with government guidelines	Make healthy eating advice consistent and simple	Schools work through the curriculum to encourage healthy eating Infant feeding work through health visiting	Providing consistent messages on infant feeding, nutrition and healthy weaning through health visitors.
13	Physical activity Consider how strategies, plans and infrastructures for regeneration and town planning positively impact on physical activity	Make cycling safer and more convenient so people choose to use a bike more often High levels of physical activity already in York	£106 development contributions to sports facilities, playgrounds and green space Bikeability training offered to all children in York	Implement the new Physical Activity and Sport Strategy Encourage schools to use the Daily Mile
14	Monitor and publish Monitor the progress of our plan against our commitments and publish the results	Keep staff informed on progress on healthy weight in the city	Publishing the Healthy Weight declaration throughout the council and other agencies	To be done through the York Healthy Weight Steering Group

Our local priorities:

1. Increasing sustainable and active travel, as part of our aim for York to become a carbon neutral city by 2030
2. Developing and implementing a Sport and Physical Activity Strategy for the city
3. Supporting the wellbeing and health of council staff
4. Working with Public Health England and neighbouring councils on using health evidence in planning decisions
5. Mobilising and promoting our community assets, for example York's vibrant community food programmes

Our partners:

Through the Healthy Weight Steering Group, including:

North Yorkshire Sport

York Teaching Hospitals Foundation Trust

Vale of York CCG

Greenwich Leisure Limited

Age UK York

Good Food York